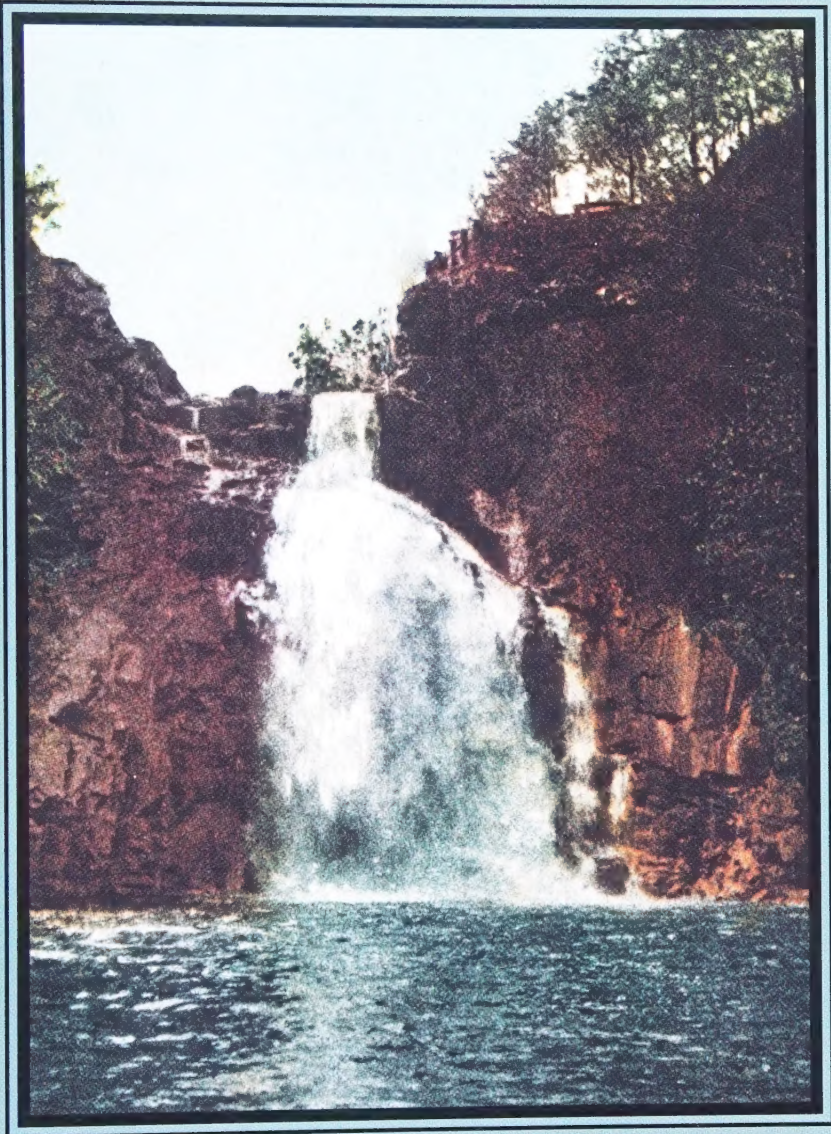


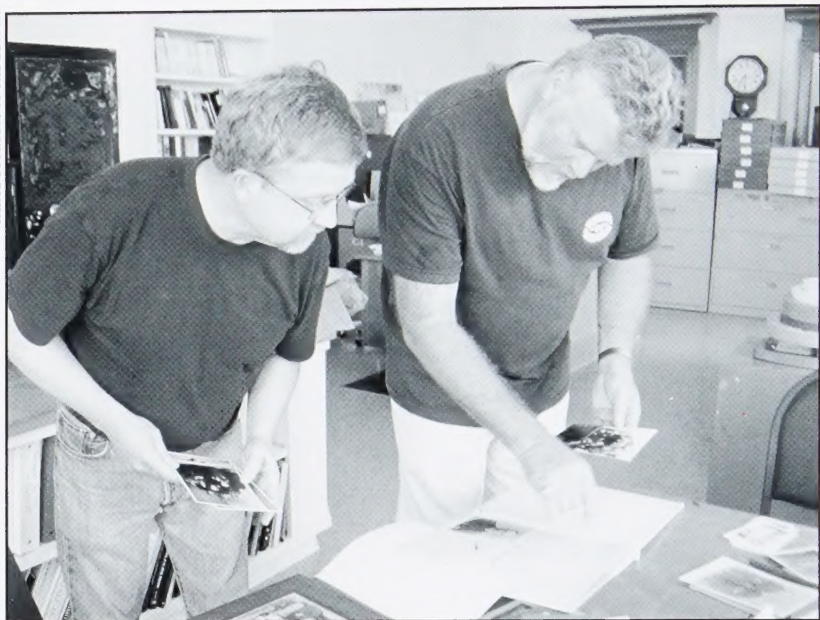
CLATSOP COUNTY HISTORICAL SOCIETY QUARTERLY

# CUMTUX



VOL. 43, No. 2 — SUMMER 2023





THE RIIPPA COUSINS, PHIL NELSON (AT LEFT) AND BILL NORTHCROFT, SHARE PHOTOS. BRING YOUR FAMILY PHOTOS TO CCHS TO ADD TO THE CCHS COLLECTION.

### In This Issue ...

Shanghaiing was a big business in Clatsop County, but rarely have we ever had a description of what it was like to live in a house with people engaged in that work. We see it in this issue through brief memories that Hannah, a little girl retained of the McCormick place where her father, Andrew Asp, was hired to do heavy labor. The stories of her parents reveal the hardship that so many stories omit. Neighbor depended upon neighbor far out in the countryside and when there was no neighbor, it was occasionally necessary do without any help. Families boated and walked for miles to maintain valued friendships and create good memories.

Is anyone familiar with the story of the Pevik brothers who were born in Clatsop County? It is one that everyone of Norwegian descent, at least, should know. It is a story of the campaign to disrupt the plan of the Germans in World War II to produce heavy water for atomic warfare. The campaign was successful because of the work of men like Arthur and John Pevik.

Recent archival research by CCC instructor John Goodenberger, and his intern Kristi Jenkins-Smith, produced a history of Ocean View Cemetery, its Pauper's Cemetery, and the bodies that lie there.

Joanne Abel [Levings] greets a Philip Morris "Bell Boy" on Duane Street in Astoria.

—The Editor

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HISTORICAL SOCIETY**

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FRONT COVER: CCHS IMAGE# 89066004

YOUNG'S RIVER FALLS, ASTORIA, OREGON  
COLORIZED POSTCARD ADDRESSED TO  
MISS DORA LARSON, 361 31ST., ASTORIA, OREG.  
POSTMARKED SEPTEMBER 8, 1908.

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**CUMTUX: Chinook jargon:**  
*"To know...to inform"*

*This story bridges the move of a Swedish-Finn family from Finland to the forest wilderness of Clatsop County, bringing them into association with church members and Shanghaierers.*

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## THE STORY OF THE ASP FAMILY

*As written by Hanna Asp Johanson*

WHERE SHALL I start? I don't know anything about Dad's (Andrew Asp) early years except that he was born at Staraby, Jacobstad, Finland November 24, 1859. Grandma Person told me about Mom's (Maria Asp) first Christmas. She was born in the village of Sundby which was some distance from the 12th century church just outside of Jakobstad, to which that village belonged.

It was the custom there to go to the early morning Christmas service. The snow was deep and sleighs were the only conveyance and they had to make an early start to get to the church on time. The sleighs were filled with straw, and heated rocks were placed in the straw with sheepskin robes over all for warmth. Baby Maria was fed and wrapped in yards of swaddling clothes and placed in the back of the sleigh under robes to keep warm. Then mother and father Person got in and away they went. There were candles in the windows of the villages they passed and sleigh bells tinkled and greetings were shouted from sleigh to sleigh as they drove along. The Christmas morning ride

to church was a thrilling event that all the old folks remembered nostalgically.

At the church were little cabins where people who lived too far to make the drive Christmas morning came the evening before and stayed, and where there were stables for the horses. Old friends would meet and greet each other.

When the Person family arrived, Grandma went to get her baby from the back of the sleigh. The baby was gone! Frantically she went to meet the arriving sleighs. Had anyone seen anything on the road? At last, a neighbor's sleigh drove up and they had picked up little Maria in the snow. She had somehow fallen out of the sleigh. That was Mama's first Christmas.

Mom and Dad were married March 19, 1885 at Pedersore (Jakobstad). As was the custom, they lived with Dad's parents and I was born there in Staraby, January 24, 1886.

So many of Finland's youth were leaving for that fabulous country America where it was said one could slice gold off anywhere with a pocket knife. Dad got the fever, too, and





ANDREW AND MARIA ASP WITH THEIR CHILDREN. (l to r) CHARLES, HANNAH, WILLIAM, ESTHER AND EVA..

left in the spring of 1887 for Leadville, Colorado, where he worked in the mines. It was near the Mount of the Holy Cross and he used to tell how he and a companion tried to hike to it. The rarefied air made it look so near but the distance was much greater than it looked so they never made it.

Hearing from friends that had gone to Astoria, Oregon, about the fishing there, he left Colorado and came to Astoria and got work on a fish receiving scow. This was in the

cold winter of 1887 and 1888 when the Youngs River froze over so they skated on it and Dad used to tell how he skated from Youngs Bay to Olney. I remember him saying he kept a diary at that time but I guess that went like my first Finland trip diary. He used to tell how the man who ran the fish receiving scow was so tight that although salmon was so plentiful at that time he would feed the men only sturgeon which they could not sell and Dad got so fed up on sturgeon he would never eat it after that.

# PHILIP MORRIS

*by the Editor*

JOANNE ABEL (LEVINGS), 1949 Astoria High School Alum, appeared in the following photographs along with a visiting Philip Morris "Johnny" in July of 1950.

According to the April 5, 1950 *Corvallis Gazette*, the government ordered a crack-down on "false and misleading advertising" by some major cigarette companies. The FTC trial examiners recommended issuing the 'cease and desist' orders against Lucky Strike and Philip

Morris. These companies, among others, were improperly advertising health benefits while the opposite was true.

Cigarette companies took various actions in response to this news. Philip Morris had been advertising on television shows by staging a person playing the part of a bell-boy strolling across the stage, calling for people to purchase their cigarettes, apparently interrupting the programming. It was striking-

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ly effective, causing the actors to stop and watch him. This gimmick was expanded throughout the country by having the “boy” (one of many, probably) promoting cigarettes anywhere there was a group of people.

In Roseburg, July 1950, a grocery store advertised, “The famous Little Johnny Philip Morris will be in our store Wednesday, July 19, 10:00 AM until 11:30 AM. Have your carton of Philip Morris personally autographed by Johnny himself. PHILIP MORRIS CIGARETTES, per carton...1.39.”

In February 1953, he (or another actor) appeared in Medford to publicize the production of King-size Philip Morris cigarettes.

The original Johnny (Johnny Roventini) died in 1998 at the age of eighty-eight in Suffern, New York. He represented the Philip Morris brand for over forty years and was described as a “living trademark.”

Johnny Roventini’s original uniform (red usher’s jacket, piped trousers, black pillbox hat, and white gloves) was donated to the American Advertising Museum, which was located in Portland, Oregon, before closing in 2004.



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A VIEW OF ASTORIA IN THE DISTANCE FROM THE HOWARD JOHNSON HOME NEAR BATTLE CREEK.